

GROCERY SALES ORGANIZATION FAX COVER SHEET

1 Paragon Drive
Montvale, NJ 07645



Phone #
(201) 930-8131

Telecopy To:

Nick Kuruc

Location:

RJ Reynolds

Fax #:

908-417-9076

From:

Rick Reitter

Fax #:

(201) 930-5221

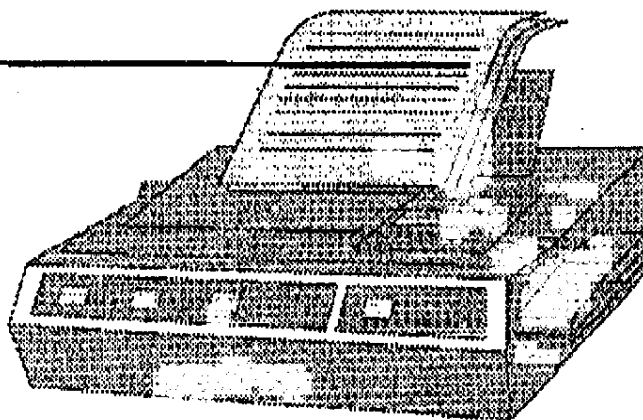
Date:

9/12/97

Pages including
cover page:

2

Comments:



51851 7357



The Great Atlantic & Pacific Tea Company, Inc.
Metro Group
2 Paragon Drive — Montvale, New Jersey 07646
201-573-9700

September 12, 1997

Mr. Nick Kuruc
RJ Reynolds Tobacco Company
Raritan Center
400 Raritan Center Parkway
Edison NJ 08837

Dear Nick:

Our company policy does not prohibit the use of brand advertising on the cigarette racks. Any brand logo should be "tastefully" done and approved by the category manager.

Sincerely,

A handwritten signature in dark ink, appearing to read 'John Kirk', written over the typed name and title.

John Kirk
Vice President
Grocery Sales Organization

JK/rm

cc: M. Rourke
D. Murphy

51851 7358